

Box C-23

REC'D 3/70

*Broyhill
belongs in beautiful
homes*

LEGEND: FORMAL COUNTRY LOOK





We are delighted to send you this brochure on the wonderful world of Broyhill furniture.

Although we cannot show you everything that Broyhill designs for your bedroom, dining room and living room, this sampling will give you an idea of the quality and the decorating variety that has made Broyhill one of the four largest furniture manufacturers in the world. If the pieces you want are not pictured here, they probably are available from among the 15,000 different pieces made by Broyhill, covering a wide range of styles and prices.

Our company has been built on the principle of offering well styled furniture at fair prices. Let me assure you that no one in the furniture industry offers more quality features—more value—than Broyhill. In fact this is what has made our company so successful over our 40 year history.

Thank you for writing us . . . and we wish you a beautiful home.

Paul Broyhill



President
Broyhill Furniture Industries
Lenoir, North Carolina

From Broyhill Premier's Collections



TANGIER...romantic Spanish styling inspired by the great Moorish arches found in centuries-old architecture.



FRONTENAC...inspired by the architecture of a stately French chateau.



BRASILIA...an unusually beautiful modern grouping inspired by the world's newest capital: Brasilia.

s for the Dining Room and Bedroom...



EMPHASIS . . . contemporary with a continental flair — an emphasis on elegance and quality.



INFLUENCE . . . the modern look America wants for today and the years to come.



GRACIAS . . . thoroughly Spanish in design.

Broyhill Premier Upholstery

Spanish



Traditional



Provincial



Colonial



Contemporary



BROYHILL PREMIER BUILDS UPHOLSTERED FURNITURE 6 WAYS BETTER



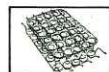
- 1 SCOTCHGARD
FABRIC PROTECTOR**
Every Broyhill Premier fabric is treated with Scotchgard for extra protection against spots, stains, and spilling.



- 4 NEW "5L" CUSHION**
3 separate layers combining polyurethane foam and polyester fiber for that plump "cushion" look and the ultimate in deep seating comfort.
*Also available with the new Broyhill Premier cushion.



- 2 ARM COVER[®]**
Protective arm sleeves included on upholstered arm pieces at no extra cost.



- 5 NEW FLEXI-COIL
SPRING BASE**
Revolutionary new base construction that gives greater comfort, greater springing action, more durability.



- 3 SELF-DECKING**
The face fabric of the sofa is used on the platform under the cushions — not an inexpensive material!



- 6 HARDWOOD
FRAME**
Triple dowelled, kiln dried extra heavy frame insures rigid, durable construction.

Broyhill Premier **RELAXABLES**

Lean back and relax with stylish recliners by Broyhill Premier. An easy-to-operate Comformatic mechanism, a Flexicoil base for greater comfort, a head protector which prevents unsightly stains, a vinyl footrest to prevent wear. These are but a few of the many features of the "Relaxables," built 10 ways better for maximum durability.



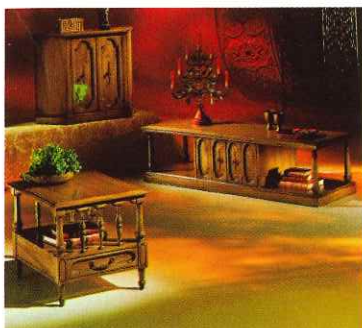
Broyhill Premier *Converta-Sofas*

For the first time, you can choose the living room sofa that looks exactly the way you want...sits like a luxurious sofa...and hides an extra bedroom for you. And so important — you can select from standard full, Super Queen or Deluxe Sofa sizes.

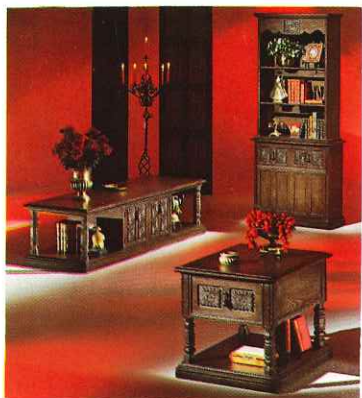


Broyhill Premier Tables

& DECORATIVE MIRRORS



DELICADO... the authentic look of Spanish styling with veneers of pecky pecan and selected hardwoods. (Many with slatestone tops.)



VAYA... reflects the romance and the old world look of Spain. (Many have textured slatestone tops.)



INTERVAL... very much in the modern mood, with a formal elegance that belongs in beautiful homes.



DECORATIVE MIRRORS... exact reproductions of hand-carved frames which enhance any room in the home.



CRITERION... encompasses traditional, country and Mediterranean styling. (Many with marble tops.)



BEAUCOURT... the full flavor of French Provincial with graceful cabriole legs, serpentine tops. (Many with marble tops.)

Broyhill Designs for Young America

The Lenoir House division of Broyhill offers you many designs that Young America loves in every conceivable period decor. Completely functional, these groups allow you to choose as many or as few pieces as you need . . . make a bedroom . . . a den.



Simplice



Briar Hall



Tres Jolie



Feminique

*Broyhill Premier
for beautiful bedrooms,
diningrooms and
livingrooms*

MEXICANA: INSPIRED BY MEXICO

